

MAY 1991

CAMBRIDGE BOWLING

- . Retail tie-ins and core program development complete.
- . Primary list of bowling centers participating in retail promotion due 6/1.
- . Keylines for core program materials due week of 6/1.
- . IMC, BPAA, LPBT, and PBA contracts signed.
- . Corporate Affairs scheduled to present "It's The Law" campaign to directors at BPAA convention.
- . Speech complete for BPAA convention; accompanying video tape rough-cut due 6/10.
- . Sampling begins on Ladies' and Men's Professional tours on June 17th.

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